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## **RETURN OF MOOVE MEDIA'S ICONIC COWS FOR THE "NIU" YEAR**

5 February 2021 – Moove Media's iconic "nius" are back on Singapore's landscape – in striking neon colours no less – to celebrate the Year of the Ox!

From 6 February till 27 February 2021, a total of 500 bright neon green, red, pink, blue and yellow cows will be scattered across 41 different locations, including commercial districts such as Raffles Boulevard and Orchard Link, heartlands such as Ang Mo Kio, Paya Lebar and Sengkang, as well as parks. Some of these cows will also have the words "Cash Cow" on them to symbolise a prosperous Lunar New Year. They will also appear on walls of selected bus hubs and train stations along the North East Line and Downtown Line till 5 June 2021. Separately, cow horns and tails will be spotted on 200 ComfortDelGro taxis.

The last time the Moove cows grazed Singapore landscapes was in 2017. These iconic cows first appeared in 2005 to mark the inception of Moove Media, and had over the last 15 years, taken on different themes from Hollywood icons such as Marilyn Monroe or Bruce Lee, to SG50 and even Singapore's very own pioneer workers such as the samsui woman, *kacang putih* seller and rickshaw puller.

Said Mrs Jayne Kwek, CEO of Moove Media: "We have always designed our cows based on themes. As 2020 had been a difficult year for many due to the COVID-19 pandemic, we have designed our cows in neon bright colours to represent our wish for a brighter 2021 for everyone. We hope that our Moove cows can help spread some festive cheer for this Lunar New Year."

The neon cows will be up for adoption at \$300 each from now until 2 April 2021. Members of the public who wish to adopt one can write to Moove Media at [advertising@moovemediamedia.com.sg](mailto:advertising@moovemediamedia.com.sg) or call 6383 7035 to enquire. The cows are limited editions and owners will be given a certificate for each cow that they adopt. All proceeds will go to the Singapore Association of the Visually Handicapped (SAVH).

In line with the campaign is also the "Spot the Cow" social media contest where members of the public stand a chance to win attractive goodie bags. All the participants have to do is to spot and snap a picture of the cows and come up with a creative caption about what the Moove Cash Cow means to them on their own social media platforms, and hash-tagged it #MooveCashCow. Winners will be notified every fortnightly via direct messaging. The contest will run from now till 2 April 2021.



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### **About Moove Media**

Moove Media Pte Ltd is the advertising arm of ComfortDelGro and has been in operations since 2005. In Singapore, Moove Media offers an integrated out-of-home advertisement platform on SBS Transit buses and interchanges, rail (North East Line, Downtown Line, Light Rail Transit systems in Sengkang and Punggol), ComfortDelGro taxis, ComfortDelGro buses, as well as other prime ambience sites reaching commuters islandwide. Moove Media also offers bus advertising services in Sydney, Newcastle, Canberra and Victoria, Australia.